

Approved \_\_\_\_\_

**Public Awareness Subcommittee**  
**Meeting Minutes**  
Wednesday, October 10, 2012

Convened at 10:10 AM

Members Present: Josiane Martinez, Samuel Tsoi, Shannon Erwin, Javier Marin, Heather Rowe, Linda Brown, Franklin Soult, Diane Randolph, Lurena Lee, Audrey Porter

Staff Present: Emalie Gainey, Brittney Rizo

Approval of Meeting Minutes

- Motion for approval of 9/25/2012 Public Awareness minutes, Linda Brown Seconded
- Minutes adopted unanimously and will be posted on the AGO website.

Victim Services Perspectives & Local Demographics – Audrey Porter

- Macpherson + Nash's design company created public awareness posters for 'My Life My Choice' campaign.
  - Brought different samples to the kids at the Germaine Lawrence School to see which campaign they responded to better or which one seemed to have a bigger effect on them.
  - Put campaign on the MBTA for 90 days on one specific T- line.
    - When ads went up, there was a large response from concerned parents and from girls who were victims themselves.
      - Referrals also came from medical providers, Boston Police Department, DCF and schools.
    - Ads helped young people know that when they saw the flyers it was a safe place for them to share their stories or information they knew.
    - Ads were only put on the T on a specific line because the campaign was designed to attract the youth.
- Girls at 'My Life My Choice' are capable of creating a poster or flyer for a campaign
  - Leadership Core is an 8-10 week long period where we would be able to work with the girls and allow them to use their voices to promote a positive message and create a campaign ad.
    - The next leadership core will begin and the end of January or the first week of February. The girls meet on Thursdays from 4-6pm.
    - In 2012 they served 63 girls.
      - 30% were Caucasian, 30% were Hispanic, 30% were African American and 10% were Asian.
        - Big representative of a larger scale.
        - Victims of Asian descent typically stay quieter, but probably around 30% as well.
- Campaigns in California have their ads and campaigns on popular freeways.

- Very powerful and noticeable to drivers passing by. Something different being advertised catches people's eye.
  - Expensive but effective campaign
- My Life My Choice partnering with Massachusetts Housing
  - Many people see trafficking occurring but many do not report what they are witnessing.
  - Interest shown in having a conversation with MA Housing and getting them on board with the campaign.
- Victim Services Subcommittee has been looking at what services are already in place and which ones have worked.
  - Finding services for women as well as juveniles
  - Recommendations for referrals as well as services to provide
  - Not much money for victim services
    - Possible campaign to support these centers? Support “\_\_\_\_\_” fund?
    - If we raise awareness can we gain funds to serve victims?
      - Can't tell people to go and get help if the infrastructure is not there.
- My Life My Choice has never gotten referrals from the Polaris Project.

#### Cost Effective Public Notices – Heather Rowe

- Reviewed required work place posters and where they are to be placed in work sites.
  - Possible to ask people to post posters but would not be required by law.
- MBTA is great to work with on advertising and campaigns
  - All other regional transit authorities are great as well, very approachable.
- Public Service Announcements
  - Massachusetts Department of Transportation
    - New pilot program for electronic billboards
    - Required that some advertisements be public service announcements
    - Approximately 20 seconds per message
      - People do look at them and they are very effective
  - Local Cable Stations
    - Could produce an ad so local cable productions can run it for free
      - Involve students in the area (Emerson, Mass Art, etc.) to have ad made for free by students of MA.
    - Important to know what stations to approach, how often to follow up with these stations and how to make ad available for all?
      - Maybe create a website to post the ad and make it available for all social media;
  - Radios, newspapers, and billboards all have PSA space as well.
    - American Heart Association has PSA's but also put money into private sector advertisements as well.
    - Partnered with Macy's to cover funding as long as they use Macy's in advertisements.

#### Exploring Different Campaigns & Their Effectiveness

- ‘Dear John’ campaign in Atlanta, Georgia
  - Campaign focuses on Johns to cut out demand.

- Different ads and scenarios but same main focus on Johns
- Focus on how to target demographics in communities
  - People have a lot of fear concerning immigration
  - Campaigns need to go hyper local in ethnic communities.
    - Then test these campaigns specific to area / ethnicity before distributing

Topics for Next Meeting – Josiane Martinez and Samuel Tsoi

- Expand outline and work on presentation for Task Force Meeting

Information on Upcoming Meetings – Josiane Martinez and Samuel Tsoi

- Meeting date for Wednesday, October 31<sup>st</sup> from 10am-12pm, same location
- Presenting at Task Force Meeting on Wednesday, November 7th
- Meeting date tentatively set for Wednesday, December 5<sup>th</sup> from 10am -12pm, location TBA

Motion to adjourn, Martinez – Shannon Erwin Seconded.

Meeting Adjourned at 11:55AM